

32FLAVORSPR :: BLOG

New Service: Print Ad Design April 2, 2008

Filed under: [new products](#) — 32flavorspr @ 7:06 pm



I have added a new service- Print Ad Design! Sure editorial is great but there is something to be said branding-wise for keeping your logo and products in view using advertising in magazines and online.

Contact us for pricing/details.

Here is an ad we recently did for a magazine 1/2 page. Note: ad may look squished as this is a screen shot

Comments Off

categories

- [advice](#)
- [best photos](#)
- [celebrity](#)
- [new products](#)
- [newsworthy](#)
- [uncategorized](#)

archives

- [april 2008](#)
- [february 2008](#)
- [january 2008](#)

current client roster

- [dearjohnnies](#)
- [ellie bellie kids](#)
- [meg mackintosh](#)
- [momspit](#)
- [savvy tot](#)
- [woobee kids](#)

searching

Best Photo Of The Week February 26, 2008

Filed under: [best photos](#) — 32flavorspr @ 7:02 pm



Ok so I skipped last week in my new feature “best client photo of the week” – forgive me? It was a busy week last week.

Here is my pick. Doesn’t it just make you want to take a picnic on a Super Woobee? Even just a regular Woobee.

<http://www.allweatherwoobee.com>

Editors-I don’t know about you but I think this photo is enough to inspire an entire feature on Woobee. Heck- even a front cover of your magazine!

Woobee Kids combines plush fabric with water resistant backing. Tie on to strollers, baby carriers, car seats, use as a picnic blanket, beach cover up, whatever you can imagine your magic woobee will take you there.

 Comments Off

Think Of The Trees. February 26, 2008

Filed under: [newsworthy](#) — 32flavorspr @ 6:51 pm

please consider the trees. using our paperless client roster and online press kits here on this website create a clutter free desk for you and less waste. thank you.

<http://www.32flavorspr.com/clients.shtml>

 Comments Off

Cutest Photo Award February 6, 2008

Filed under: [newsworthy](#) — 32flavorspr @ 3:13 pm



This week's cutest client photo spread award goes to Ellie Bellie Kids! Find out more about this client at www.elliebelliekids.com Soon their site will be updated with great photos and a whole new look!

It is all about the look. If you don't have it you better get it.

Comments Off

Blog Project To Be In Another Book February 5, 2008

2008

Filed under: [newsworthy](#) — 32flavorspr @ 9:08 pm



Very exciting news! The blog project I have been working on for 2.5 years now, [SlaveToTarget](#) is going to be mentioned in another business/consumer behavior book!

I am not sure that I should reveal much more as I don't know if the people at Simon & Schuster have policies regarding this but the author's first book on the same publisher has received great accolades so I am personally excited to see what his new title brings and then of course what attention it brings my company. Great press interest regarding the [SlaveToTarget](#) blog is what keeps it going and it has been a fun project that helps me explain to clients how important the internet is to your business.

Last year [SlaveToTarget](#) was given almost an entire chapter in [Citizen Marketers](#), a book about consumer behavior and loyalty. I don't even know where my copy is. Between my grandfather and mother bragging about it I think they swiped it!

Comments Off

So You Think You Want Celebrity Buzz Do Ya? February 5, 2008

Filed under: [advice](#) — 32flavorspr @ 7:35 pm

Every time I meet with a new client or potential client or offer my services on a brand consultation I get the exact same question- "How do I get my

product into the hands of a celebrity?”. Well this quickie post is not going to divulge that info but I wanted to just say that sometimes it’s not all that it is cracked up to be. The celebrity buzz that is.

Recently some HOT news came across my desk for one of our clients. Their product was gifted by a very close friend to a very A list star who is about to give birth any day now. We ran with the info, never selling out the gift giver as they were a paying customer but definitely wanting to “cash in” on this info (this is after-all why they pay me). This was the first time that I have ever experienced the backlash of celebrity buzz and let me tell you- it’s not pretty.

One editor (well if you can call them that) took the info, distorted it and then started ripping in on the product. This may be a rare case and I do think that it is, but client beware. You ask for celebrity buzz, you get it, you have to deal.

It is the media’s job to sensationalized. Report to their readers that such and such celebrity bought the product themselves when in-fact they didn’t, sensationalize your product to death and sometimes because they are editors and don’t necessarily care about if you make sales- put it in a negative light without even meaning to do so. In the end the old adage, *Any Press Is Good Press* really does apply. Even if people are talking trash they are still talking, however it can make you want to cash it all in and curl up into a ball. All for what? Because MAYBE that celeb will be seen walking down the street with your product? Is it worth it? What if your product isn’t the ‘walking down the street’ type? What if it’s a children’s book or a photo album or a music CD or a DVD or a private item that would be used only behind closed doors or under clothing such as a nursing gown or high tech bra?

This particular client has taken the last week and this craziness and ridiculous sensationalism of her product very well, because she mature, a great businesswoman, and knows that this is how it can sometimes go. Plus she is going to laugh her way to the bank in the end.

However like I said- be careful what you wish and ask for from your PR firm in regards to the whole celeb buzz thing. Any good PR firm is going to run right out and get you what you want or at least break their ass trying. Also be wary of being sued or receiving pissed off emails from celeb clients that you sell out if you were to go that far. I would never sell out a paying customer who is a celeb but that is just me. Therefore I have never seen a lawsuit or negative email cross my desk but think about it- it could happen. If the editor in the style section of your favorite celeb rag mag decides to publish the story and embellish or sensationalize you could be in a heap of trouble (sure they could too but they are in trouble all of the time). Always try and see the text copy before it goes to print. There is no harm in asking.

That is all for today’s advice column. Are you a designer who has questions about PR? I can answer them on this blog when I get free time (ha ha – no seriously, sometimes I am up in the middle of the night so I will try then).

 Comments Off

Upcoming Tradeshow/Event Listings January 29,

2008

Filed under: [newsworthy](#) — 32flavorspr @ 4:13 pm

The following clients will be at upcoming spring tradeshows/events. List will continue to update so check back often.

Sassabies:: <http://www.sassabies.com>

Mom2be Las Vegas- Booth #115 – March 3+4, 2008

Appel + Frank Sunday 2/10/08 in SF: <http://www.appelandfrank.com/>

Catbird Baby: <http://www.catbirdbaby.com>

Baby Celebration LA April 12+13, 2008 – Booth # 191 – next to Pregnancy Magazine

tj+co: <http://www.tjandco.com>

Baby Celebration LA April 12+13, 2008 – Booth #315

MomSpit:

Appel+Frank Sunday 2/10/08 in SF: <http://www.appelandfrank.com/>

Tj+Co Has Mom + Dad Covered January 28, 2008

Filed under: [new products](#) — 32flavorspr @ 8:03 pm

tj+co at <http://www.tjandco.com> has Mom's and Dad's day buying guides covered. Checkout the latest additions to the line at their website. Call me for samples and photos. 518.428.0921

tj+co designs personalized jewelry using sterling silver and now 14K gold (on some pieces). Keep your loved ones close by carrying a photo charm, bracelet, necklace, tie tack, or cufflink with their permanent black and white photo. Wear their name close to your heart with a new disc necklace!





 Comments Off

It's A Bird, It's A Plane- January 28, 2008

Filed under: [new products](#) — 32flavorspr @ 7:07 pm



It's Super Woobee!! View update PDF of entire line, pricing, dimensions etc. at our website

<http://www.32flavorspr.com/woobeeonesheet.shtml>

For all of your luxe however super functional needs. Drape the Super Woobee over your double stroller and put the cozy side on the kids and the water resistant side out to the elements. Simply tie with fashionable grosgrain ribbon and you are on your way Perhaps you need a giant picnic or beach blanket- Super Woobee is the answer. Brand new and available at <http://www.allweatherwoobee.com>

Another editorial story idea- Super Woobee makes a great blanket for those in a wheelchair.

Need samples or photos? 518.428.0921

 Comments Off

Dearjohannies Wows Hollywood Moms 1.2008

January 28, 2008

Filed under: [celebrity](#) — 32flavorspr @ 3:51 pm

Recently at the Boom Boom Room event during the Golden Globes, our client Rachel Zinny of [dearjohannies](#) got to meet up with some of her fans like Tori Spelling, and put dearjohannies Designer Labor/Delivery Hosptial Gowns into the hands of moms-to-be like Elisabeth Röhm. Angela Kinsey and Cynthia Hauser are new fans too and Leah Remini and Angela Bassett grabbed gowns for friends!

Here are some snap shots. Feel free to right click on these photos and use when reporting about dearjohannies on your blog. Should you need high res for magazine usage give us a call. 518.428.0921



Angela Kinsey



tori spelling



elisabeth röhm



 Comments Off

[Next Page »](#)